

5 Pay Per Click Tips

By Richard Baker

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Pay Per Click tips will help you target specific audiences, reaching over 85% of all Internet users in a cost effective and immediate way.

Over the last 3 years we have seen a growth in the Pay-Per-Click (PPC) Search Engine model. This was initially fashioned by Overture, but has quickly been followed by a whole host of Pay Per Clicks.

The concept is extremely simple. You bid on words that surfers who would be interested in your website's content would use to search on. For example, if your website was about gardening...you may bid on the words "garden care" or "lawn care" etc. When someone searches on the words "garden care", the search results are returned in the order of the bids placed; so a website with a 60 cents bid would rank higher than one for 55 cents and so on.

Obviously, you will want to make sensible bids that your business can sustain. The best way to know what is affordable is to look at your website stats of visitors against your sales. If your profit last month was \$1,000 and you had 400 unique visitors your profit per visitor (PPV) would be \$2.50. If you had 20000 unique visitors your PPV would drop to \$0.50. This is a rule of thumb as not all visitors are equal - some visitors are more qualified than others and visitors from PPC Search Engines are often the most qualified around. these Pay Per Click tips will help you.

PPC Search Engines are the best valuable advertising currently available. If you write a good website and expert title and descriptions with your listings, qualifying your visitors is a relatively direct task. How can you make the most of PPC search engines...great question and here are 10 excellent tips!

Bidding on low cost relevant words

Brainstorm of all those great little words that are relevant. These are a great source of qualified traffic. With research and creativity you can come up with hundreds of low cost search phrases targeting your potential customers for just a few cents each. When it comes to Pay Per Click tips, this is arguably, one of the most important to note.

Be Specific

Forget bidding on broad-brush words like "e-commerce", "gifts" and "shoes" etc. Apart from being expensive they are unfocused...that means you will be paying for visitors who stay for a very short time before clicking away. If your website sells shoes be specific. Are they for men or women or even children? Do you specialize in leather shoes, maybe Italian Leather. Are you location specific, such as London or New York? Then tailor your bids accordingly.

Stick to Your Budget

Do the calculations and stick to them. What percentage of your visitors buy? What is the cost of product? and so on. Don't be tempted to start a bidding war against a Pepsi or Wal-mart! Set a bid cap based on your calculation of your visitors' value. You are only interested in showing a profit.

Pay Per Click search engine optimisation is a full time task, as bids change without notice. You can literally, sit in front of your screen and manage your bids on an hourly basis. Naturally, this is far from practical and of course time is money. Be disciplined and set yourself a time budget as well as a financial one. Will you monitor your bids once a day or week? Three times a day or even more frequently?

Bid at Smaller PPC Search Engines

Okay, Overture is the daddy, but prices reflect that. A visitor who searches at Overture is just as qualified as someone searching on the same words at any PPC Search Engine. Often the newer and smaller PPC Search Engines have less bid competition and represent good value.

Qualify Your Title & Description

After results have been returned. Make sure your titles and descriptions are focused to the type of visitor you want. This can actually increase your click throughs by 44%. Write your title and description so that they relate to the keywords that you are bidding for.

Often using the keywords in both the title and description will increase your click through rates. People will only click if they are genuinely interested - so you'll save money that would have been wasted from clicks of people who were just browsing your link. When it comes to Pay Per Click tips, this is arguably, one of the most important to note.

Resource Box

Richard Baker is Director of Blue Fruit Ltd - a specialist Pay Per Click placement consultancy.

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